



# CALPEEK

## CALIFORNIA POLITICAL WEEK

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## ELECTION PREVIEW

Editor's note: This is the issue where we wrap up the races for Governor and other down ballot statewide offices; U.S. House contests; CA Legislative battles; statewide ballot measures; and key city/county contests. Here's our late update & analysis on the Nov. 5, 2002 general election...

### POLITICAL TRENDS & OVERVIEW

● **Registration** – As of the Oct. 7, 2002 (29-day close before the Nov. 5<sup>th</sup> election), there were 15,167,159 registered Calif. voters. 44.67% were registered as Democrats, 35.24% GOP, 1.96% AIP, 1.00% Green, .59% Libertarian, .29% Natural Law, .39% Reform and 15.07% are DTS(decline to state)...

● **Voter Turnout** – It's not just Calif. where the voter turnout is expected to be lower than normal. It's nationwide. In 1998, the last time Calif. voters cast ballots for Statewide constitutional offices, the turnout was 57.6% of those registered to vote. In the 2000 presidential election, the turnout was 63%. *Calpeek* has interviewed numerous sources and their basic turnout projections run from a low of 44% to a high of 54%. Some sources think the turnout will be just over 50%. CA Sec. of State Bill Jones(R) predicts a 58% turnout...

● **No Excitement** – One reason pundits expect a lower turnout is there's no excitement in *Campaign 2002*. The race between Gov. Gray Davis and GOPer Bill Simon Jr. is a turn-off; the down ballot races are dull; there aren't any sexy, hot-button statewide initiatives; and because of reapportionment, there's only one really hot U.S. House race and only a handful of contested CA Legislative battles. Even the once hot L.A. secession battle has failed to spark much voter enthusiasm...

...To juice up turnout in the S.F. Bay area, the CA Demo Party is now running four :15-sec. tv spots as part of their multi-million \$\$\$ GOTV effort. One of the ads is called, "Remember Florida."...

● **National Issues** – Demos still hope voters will *vote their pocketbooks*, but there's little doubt that the national economy and domestic issues (social security, prescription drug coverage for seniors, permanent tax cuts and the accounting/business

scandals) have taken a back seat to a possible war with Iraq and the ongoing *War on Terrorism*...

● **U.S. Senate & U.S. House Wars** – In mid-summer Demo prospects of recapturing the U.S. House were far better than they are today. In fact, sources think it will be very tough for the Demos to pick up the 6 U.S. House seats they need to win control. Demo prospects for holding the U.S. Senate are about 50/50. In DC, insiders are almost clueless when it comes to making solid predictions...

● **Calif. Issues** – As in past elections, **education** remains the State's #1 issue. But it's not nearly as sexy (or as polarizing) as abortion, guns or taxes. These last three issues have surfaced in legislative contests, but not statewide to any great degree. Oddly enough, energy has remained on the back burner as a hot button issue. Simon tried to make the State's budget crisis into a hot issue, but failed...

● **Ticket Splitting** – Calif. voters don't especially like it when one political party totally dominates. That's why it's very possible (despite a huge Demo GOTV effort) that one or two down ballot Statewide GOP candidates could manage to defeat their Demo rivals. Much will depend on whether organized labor and Latino voters turn out in big numbers to vote the Demo ticket...

● **Billions in School Bonds on Ballot** – If approved, Prop. 47 would provide \$13 billion in bonds to build new K-University facilities around the State. In addition to Prop. 47, there's Prop. K in L.A. (\$3.3 billion) + another \$15-20 billion in K-12 + community college bonds around the entire State. FYI: thanks to passage of Prop. 39 in 2000, it only takes a 55% vote to approve a local school bond...

### GOVERNOR'S RACE

...Incumbent Gov. Gray Davis(D) is perhaps one of the luckiest politicians in the U.S. Just about any GOPer could beat Davis – except for Bill Simon Jr. Most pundits agree that Simon's general election campaign (from March 6<sup>th</sup> thru 11/4) has been the worst run statewide effort in recent memory. The mistakes made by *Team Simon* against Davis should have been fatal, but Simon remained in the hunt until recently because voters don't care for Davis. Perhaps the COPS "photo gate" screw up was the last nail in the coffin. Whatever the case, Davis, with his \$60-70 million warchest and never ending tv spots, continues to hold a solid lead

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over Simon. Most of the private polls show the lead anywhere from 10-14 points. The new *L.A. Times* survey among likely voters shows Davis with a 45% to 36% lead, with 11% for 3<sup>rd</sup> party candidates and 8% undecided. The newest *Survey USA* poll (10-25-10/27, 725 likely voters) has Davis ahead by 11 points: 48% to 37%, with 11% for others and 4% undecided. Our guess: Davis ends up at about 46-48%, while Simon gets 36-38%...

...FYI: this last minute attack (rehashing the Mark Nathanson allegations) on Davis is being pushed way too late to have legs. Not only has Gov. Davis denied any wrongdoing, but one must remember these allegations by Nathanson of illegal fundraising by Davis (when Davis was Controller) were made by a convicted felon whose claims have been denounced as being without merit by the U.S. 9<sup>th</sup> Circuit Court of Appeals and by U.S. prosecutors who won a conviction against this ex CA Coastal Commissioner back in 1993. And given Simon's record of accusing Davis of wrongdoing (the COPS photo gate fiasco), the news media is treating Nathanson's allegations very carefully. They certainly don't want to be burned again by charges which are untrue and libelous...

### **DOWN BALLOT RACES**

☒ **Lt. Governor** – If there's a statewide contest where one candidate is encouraging a cross-over, ticket-split, it's this race. Incumbent Demo Lt. Gov. Cruz Bustamante is being pounded by State Sen. Bruce McPherson as a do-nothing LG. McP is hoping for a repeat of 1978, when then incumbent LG Merv Dymally(D) was denied a 2<sup>nd</sup> term by record producer Mike Curb(R)...

...McP's two tv spots are pretty good vs. just so-so tv ads for Bustamante. In both of McP's spots, the ending tagline says: for balance. Anyone with room temperature IQ can figure out this message: Simon is finished and thus DTS & Demos should vote for a GOPer who is pro-choice and pro-environment. As for Cruz, he's got a very deep labor and Latino voter base and has been a solid LG. The new *L.A. Times* poll shows Bustamante killing McP by 19 points: 51% vs. 32%, with 16% undecided and 1% for others...

☒ **Attorney General** – Haven't seen any tv spots for incumbent AG Bill Lockyer(D) or his GOP rival, State Sen. Dick Ackerman. All the polling data points to a win for Lockyer. For Ackerman to have had a shot, he needed a much stronger campaign at the top of the ticket. The new *L.A. Times* poll has Lockyer holding an 18 point lead: 49% vs. 31%...

☒ **Treasurer** – Like the AG's race, no tv ads have appeared thus far for incumbent Treasurer Phil Angelides(D). New *L.A. Times* polling data shows Angelides holding a 42% vs. 33% lead over CPA/former PUC Commissioner Greg Conlon(R), with 24% undecided and 1% for others. Angelides should be safe...

☒ **Controller** – This open seat features deep pocketed Demo businessman Steve Westly against GOP State Sen. Tom McClintock. McC is one of the most fiscally conservative members of the CA Legislature and should he be elected, would give outgoing Controller Kathleen Connell(D) a race to see who disliked Gov. Davis the most. The polling shows this race to be very close despite Westly's edge in \$\$\$ and tv time. The new *L.A. Times* poll gives Westly a 4 pt. lead: 41% to 37%, with 21% undecided and 1% for others. FYI: should McC win, the BOE and FTB would be under GOP control for the first time since 1974, the last year Houston Flournoy(R) was controller. *Toss up...*

☒ **Insurance Commissioner** – Some sources think this is former Demo IC John Garamendi's race to win or lose against GOP attorney and former Corporations Commissioner Gary Mendoza(R). The new *L.A. Times* poll gives Garamendi a 50% to 34% lead, with 15% undecided and 1% for others. But the Calif. Republican Party(CRP) must have some private polling which shows a much closer contest because the CRP has given Mendoza a \$1.2 million contribution – so that he can be competitive with Garamendi on tv. Both are on tv – promising to battle HMOs. Funny thing is that the IC's office doesn't deal with HMO abuse. That's the job of the Corporations Commissioner, but voters don't know that...

☒ **Secretary of State** – Most sources think this race should have been put away by Demo Assemblyman Kevin Shelley of S.F. a month ago. But former GOP Assemblyman Keith Olberg of Victorville is hanging on. Olberg is up on tv in L.A., Sacto, San Diego and the Central Valley. Shelley's tv is in L.A., Sacto, S.F. and San Diego. The new *L.A. Times* survey has Shelley ahead by 6 pts.: 41% to 35%, with 23% undecided and 1% for others. IF the Demo GOTV effort is on target, Shelley wins...

☒ **BOE** – Carole Migden(D) wins in the 1<sup>st</sup> District; Bill Leonard(R) wins the 2<sup>nd</sup> District seat; incumbent BOE member Claude Parrish(R) wins in the 3<sup>rd</sup> District; and incumbent BOE member John Chiang(D) wins in the 4<sup>th</sup> District...

☒ **The Calif. Supremes** – Justices Marvin Baxter, Kathryn Werdegar and new Justice Carlos Moreno should all win confirmation Nov. 5<sup>th</sup>. There is no formal opposition...

☒ **Supt. of Public Instruction** – The odds on favorite to win is State Sen. Jack O'Connell(D), who is on tv with one of the best spots of any statewide candidate. It's a jigsaw puzzle that morphs into a live shot of O'Connell. His opponent is Anaheim Union High School Bd. member Katherine Smith(R). The new *L.A. Times* poll shows O'Connell holding a 41% to 18% lead over Smith, with a huge 40% undecided and 1% for others (there are no other candidates on the ballot for this non-partisan office)...

STATEWIDE BALLOT MEASURES

◆ **Prop. 46** – There are no public polls available, but the private polling shows YES on 46 in the 57-60% range. This measure is the \$2.1 billion bond for housing & emergency shelter. The measure is sponsored by Senate Pres. John Burton(D-S.F.). YES on 46 will be on slates and on tv for 6 days...

● **Prop. 47** – This is the K-University \$13 billion bond measure to build new facilities and repair old ones. It has widespread newspaper editorial support; has been on tv for 3 weeks; and the PPIC survey showed it ahead 63% YES vs. 28% NO. The new *L.A. Times* poll show Prop. 47 winning by a 62% vs. 27% margin, with 11% undecided...

● **Prop. 48** – There is no opposition to this Court Consolidation measure...

◆ **Prop. 49** – This initiative for *Before & After School Programs* is winning with 57% in the newest *L.A. Times* survey. Only 33% are opposed, while 10% are undecided. The tv ads have been on the air for 6 weeks. The NO on 49 forces, led by the League of Women Voters and the CA Federation of Teachers(AFT), don't have the bucks to mount an effective campaign...

● **Prop. 50** – This is the \$3.4 billion water bond measure. YES on 50 has been up on *L.A. tv* for 2-3 weeks, but has been struggling to get up in other key markets. In our last issue of *Calpeek*, Fairbank, Maslin, Maullin released polling data which showed YES at 46% vs. 32% NO. Approval of this bond could be close...

◆ **Prop. 51** – This is the initiative which uses motor vehicle sales and use taxes for 50 transportation-related projects. It's a prime example of ballot box budgeting and most major daily newspapers have editorialized against. But YES on 51 has 7 days worth of tv (the spot is pretty good) + direct mail. NO on 51 is fighting back with slates. In *Calpeek's* Oct. 21<sup>st</sup> issue we ran a poll which showed NO at 41% vs. YES at 34%, with 25% undecided. It's a *toss up*...

◆ **Prop. 52** – This is the Election Day Voter Registration initiative(EDVR). It is by far the most controversial of all the Statewide measures. YES on 52 has been up on tv for 3 weeks; has mailed at least once statewide and is splitting newspaper endorsements with NO on 52. The new *L.A. Times* poll shows 52 losing: 57% NO vs. 35% YES, with 8% undecided. EDVR may be a good idea in concept, but compared to some real hot button issues, it just doesn't excite voters. It's like that *None of the Above* initiative. Still, the NO on 52 side has struggled to raise \$\$\$\$. They've got lots of slates and some radio in the Central Valley. A very close call on 52...

U.S. HOUSE & CALIF. LEGISLATURE

☒ **18<sup>th</sup> CD** – This is the only competitive U.S. House race in Calif. In this OPEN seat which used to belong to U.S. Rep. Gary Condit(D), sources say Demo Assemblyman Dennis Cardoza of Modesto continues to hold an 8-10 pt. lead over State Sen. Dick Montieth(R). The new voter registration numbers show that as of 10/29/02, Demos registered 23,650 new voters vs. 3,865 for the GOP. This CD now has a 51.23%(D) vs. 38.06% (R) registration edge. *Leans Demo*...

☒ **12<sup>th</sup> SD** – This is the new Senate District which takes in Madera, Merced, Monterey, San Benito and Stanislaus counties. Big bucks are being poured into this battle on both side. This battle pits former Demo Assemblyman Rusty Areias against GOP businessman Jeff Denham. New registration figures show Demos adding 23,401 voters vs. 3,089 for the GOP. This brings the SD to 49.58%(D) vs. 37.62%(R), with 9.47%(DTS). Denham's tv is beating up on Areias – the bankruptcy stuff and late payment on taxes. The Modesto BEE endorsed Denham. Some sources in Sacto don't think much of Areias' tv, but there is a new spot which sources say is better. IF the Demo GOTV is effective, Areias wins in a tight race. For now: *toss up*...

☒ **17<sup>th</sup> AD** – Incumbent Demo Assemblywoman Barbara Matthews of Tracy is in a tough fight with GOP attorney Brian McCabe of Merced. New registration numbers should help Matthews: 14,065 new Demos vs. 971 GOP. That translates into a 50.51%(D) vs. 38.78%(R) AD. McCabe did win the endorsement of the *S.F. Chron*, but Demos feel confident they can hold this AD...

☒ **78<sup>th</sup> AD** – In this OPEN San Diego AD, pro-Shirley Horton(R) forces (not necessarily her campaign) have a phone bank going with a message that Demo U.S. Rep. Bob Filner is backing GOPER Horton. In fact, Filner is backing Demo Vince Hall. This race is still very close. *Toss up*...

☒ **30<sup>th</sup> AD** – No problems anticipated for Demo Nicole Parra in her battle with GOPER Dean Gardner for this OPEN seat. New registration numbers show Demos added 7,392 new voters vs. 2,538 for the GOP. Registration now stands at 50.17%(D) vs. 37.42%(R)...

☒ **Other ADs** – Demos still have target signs on the 10<sup>th</sup>, 15<sup>th</sup> and 26<sup>th</sup> ADs, while the GOP is going after the 80<sup>th</sup> AD in Imperial county. Sources think the Demos have a good shot at the 15<sup>th</sup> and a fair shot at the 26<sup>th</sup>, but no chance in the 10<sup>th</sup>. GOP has a good shot at winning the 80<sup>th</sup> AD...

LOCAL CONTESTS

◆ **Props. F/H in L.A. City** – Sources have been in agreement for some time about the fate of Props. F & H – the ballot measures calling for cityhood for the San Fernando Valley and Hollywood: they are **DOA**. Up against the power of L.A. City Hall and Mayor Jim Hahn, the *San Fernando Valley Indep. Cmt.*



was just outgunned on tv and in the mail. The Hollywood effort at least had funding, but no real grassroots support. There's little doubt Prop. F & H will lose citywide, but sources also think there's a good chance Prop. F will lose in the Valley. It'll be very close. FYI: the L.A. Co. Federation of Labor is pouring in more than \$1 million to fight Prop. F. In the Valley, thousands of union members are walking precincts and manning phone banks. Sources say a big hunk of labor in the Valley is coming from the entertainment industry unions (IATSE, Teamsters 399 and AFTRA). If as expected F/H are defeated, Hahn & Company had better not gloat – and they'd be wise if they made a sincere effort to deal with the root causes of the secession movement...

◆ **Prop. A in San Francisco** – This \$1.6 billion bond to retrofit and upgrade the Hetch Hetchy water supply system in S.F. is the largest bond measure in S.F. history. The system which provides H2O to 2.4 million in S.F., San Mateo and Santa Clara counties is about 75 years old. If an earthquake forced the closure of the Hetch Hetchy system for 60 days – the economic loss would be close to \$30 billion. *Save Hetch Hetchy YES on A* is up on tv and in the mail, but the NO on A campaign (being run by consultant Jack Davis) has spent \$400,000 on tv and mail. NO on A is supported by the S.F. Realtors, the S.F. Apartment Assn., the S.F. GOP and the Sierra Club. It's an odd coalition. There is no polling data available, but YES on A sources are "cautiously optimistic." *Toss up...*

◆ **Prop. D in San Francisco** – The other really hot ballot proposal in S.F. is D – to create a new S.F. PUC which would have the power to issue bonds (without a public vote). If approved, it's anticipated the new PUC would issue bonds for a buyout of PG&E facilities in the S.F. area. The cost would run into the billions of dollars. *San Franciscans Against the Blank Check – NO on D* are up on tv with 2 spots: one features U.S. Sen. Dianne Feinstein(D) and the other is an animated character called Boonie the Boondoggie. NO on D is also using DiFi and Boonie in direct mail. In effect, Prop. D is really a referendum on PG&E. Sources say the vote could go either way. *Toss up...*

◆ **Prop. K for LAUSD** – This is the \$3.35 billion bond to build and repair K-12 facilities in the massive L.A. Unified School District. There are two separate campaigns: one is funded by the LAUSD itself – aimed at parents of school-aged kids (Citizens Bond Oversight Cmt.) and the YES on K campaign. YES on K has mailed 4-6 targeted brochures and is on Spanish language tv. The latest polling data (*L.A. Times*) showed 64% YES on K. As K needs only a 55% vote, most sources feel K is winner. SG&A Campaigns is handling mail for YES on K, with consultant Darry Sragow in overall command. Burnside & Assoc. is handling GOTV/field ops for the LAUSD campaign on K...

#### **TO CALPEEK SUBSCRIBERS: CHANGE OF ADDRESS.**

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#### **CALPEEK'S CALENDAR OF POLITICAL EVENTS**

|            |                                            |
|------------|--------------------------------------------|
| Nov. 5     | Calif. General Election.                   |
| Nov. 17-21 | IAPC annual conference, Rio de Janeiro.    |
| Dec. 3-7   | Nat'l League of Cities, Salt Lake City, UT |
| Jan. 15-18 | AAPC annual conference, Wash. DC           |

#### **CALPEEK'S NEW JOBS AND PERSONNEL NOTICES.**

Editor's note: Here are some items to mark down in your notebook...

● A very sad note: Wade Piston, longtime p/a and political operative at the L.A. Co. Medical Assn., died Oct. 28<sup>th</sup> while awaiting a heart transplant. He's survived by his wife and 5-year-old twin sons. He was 48. R.I.P...

● Latino GOP activist & campaign mgr. Angel Garcia was killed in a car accident Oct. 18<sup>th</sup> near Big Sur. Garcia was from Monterey Co. R.I.P...

● Oakland City Atty. John Russo is the new president of the League of CA Cities. Riverside Mayor Ron Loveridge is 1<sup>st</sup> vp, while Novato Councilwoman Patricia Eklund is the new 2<sup>nd</sup> vp...

● CA Lt. Gov. Cruz Bustamante(D) has been named honorary co-chair of the DNC's Hispanic Business Council, a new arm of the DNC...

● Susan Shaw has been named Director of Business Development for the Central City Assn. of L.A. Shaw is a former news anchor (KCOP-TV) and had her own p/a consulting firm before joining CCA...

● Phillip J. Pace has been reelected chair of the Bd. of Directors of the Metropolitan Water Dist. of So. Calif...

● L.A. Co. Sup. Don Knabe has been appointed to the State & Local Officials Sr. Advisory Cmt. to the Homeland Security Advisory Council...

● Cara Kadoshima Vallier has joined the Sacto-based lobbying firm of McCabe & Co.(Susan McCabe). She will focus on matters before the CA Coastal Comm...

● Berkeley-based p/a exec Larry Kramer (Kramer Consulting Group) has been named as a Sr. advisor to Public Strategies, Inc...